

ORDER



Orders
Order / Rev: 712241
Alt Order #: 06308254
Product Desc: #3220 AFSCME
Estimate: 3220
Flight Dates: 09/12/12 - 09/23/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Dan Foster
Sales Office: T-CHI
Sales Region: NAT

Agency Name: Adelstein & Associates
Buying Contact:
Billing Contact:
 222 W Ontario Ste 600
 Chicago, IL 60610

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Federal State County Munic
Demographic: A25-54
Product Codes: IS-Issue/Non Ballot,IS-Candidate/US
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	41	\$102,700.00	\$87,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$102,700.00	\$87,295.00	0.00
Totals	41	\$102,700.00	\$87,295.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3			\$2,500.00		0.00			
2	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-			2			\$2,500.00		0.00			
3	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			4			\$800.00		0.00			
4	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			3			\$1,000.00		0.00			
5	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
DR.PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			2			\$2,000.00		0.00			

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 Product Desc: #3220 AFSCME
 Estimate: 3220

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/14/12	09/14/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$8,000.00		0.00			
7	WKYC	09/16/12	09/16/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$4,500.00		0.00			
8	WKYC	09/15/12	09/15/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$3,000.00		0.00			
9	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/10/12-09/16/12		M-F 9-10a Today II		9a-10a	--WThF----	:30		(\$1,200.00)		0.00	NM		
See MG 9.4															
[nbc new cut-in - jh]															
4	NKYC	09/17/12-09/17/12		M-F 9-10a Today II		9a-10a	M-----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 9.1 09/12															
10	WKYC	09/16/12	09/16/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,200.00		0.00			
11	WKYC	09/16/12	09/16/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
FTBL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$8,000.00		0.00			
12	WKYC	09/17/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$2,500.00		0.00			
13	WKYC	09/17/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$800.00		0.00			
14	WKYC	09/17/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					3	\$1,000.00		0.00			
15	WKYC	09/17/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
DR.PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					2	\$2,000.00		0.00			
16	WKYC	09/17/12	09/23/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	MTWTFSS	:30	1	\$3,800.00	P-1	0.00	NM	1	\$3,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTFSS					1	\$3,800.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WKYC	09/21/12	09/21/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--		1				\$8,000.00		0.00			
18	WKYC	09/23/12	09/23/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$4,500.00		0.00			
19	WKYC	09/22/12	09/22/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1				\$3,000.00		0.00			
20	WKYC	09/17/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		1				\$1,200.00		0.00			
21	WKYC	09/22/12	09/22/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
NOTRE DAME/MICHIGAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		2				\$2,800.00		0.00			
22	WKYC	09/23/12	09/23/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$1,200.00		0.00			
23	WKYC	09/23/12	09/23/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
FTBL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1				\$10,000.00		0.00			
													Totals	41	\$102,700.00